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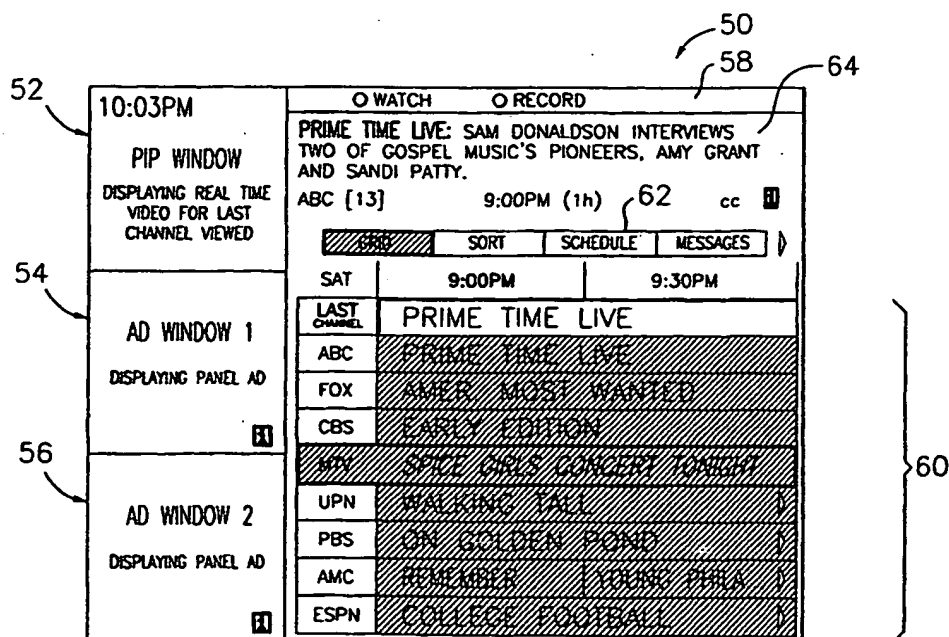
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(54) Title: METHOD AND APPARATUS FOR SELECTIVELY SUPPLYING ADVERTISING MESSAGES TO VIEWER TERMINALS



## (57) Abstract

Advertisements (54) within an EPG are targeted to television viewers. The use of the EPG and the television receiver are monitored to develop a viewer profile.